



IMPROVING STUDENT LEARNING
AT SCALE **NOV. 18+19, 2013**

COMMUNICATIONS WORKBOOK

KNOWN

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HOW TO USE ACROBAT® FILLABLE FORMS

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FOR PCs:

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FOR MACs:

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A POWERPOINT VERSION OF THIS WORKBOOK IS ALSO AVAILABLE.

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HOW TO PLAN A COMMUNICATIONS CAMPAIGN

To build a thoughtful and thorough campaign, follow this three-step process.

STEP 1

BUILD YOUR TIMELINE

Plot the important moments and identify the big communications opportunities as you roll out Common Core State Standards and assessments.

STEP 2

SHAPE YOUR STRATEGY

Work with these five modules to: identify targets, set goals, craft messages, choose channels, and measure results.

STEP 3

BUILD YOUR ACTION PLAN

Bring it all together by combining the timeline's scheduled proaction with the modules' strategic communication.



*One full set of STEP 2 strategy modules have been provided.
Copy and repeat as needed to work through each big
communication opportunity from start to finish.*

STEP 1

BUILD YOUR 2014 TIMELINE

Look out over the next year and plot the milestones, hot spots, and crucial communication needs. For example, what's going on at the Statehouse and when? What's happening with families at school and at home? When and where are businesses hiring and holding meetings? What's the timing of your state's Common Core implementation?

HOMEWORK
Complete before
11/19/2013

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
GOVERNOR + LEGISLATURE												
K-12 SCHOOL YEAR												
HIGHER EDUCATION												
COMMUNITY												
CCSS + ASSESSMENT ROLLOUT												



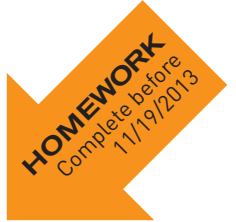
Don't forget to plot other policy transitions.

STEP 1

IDENTIFY BIG OPPORTUNITIES

Once you've completed your timeline, look for the big communication opportunities. Some may be obvious, like the start of the legislative season. Others may be less obvious yet still present important moments for communication, like the back-to-school time period.

Pick one opportunity to work through start to finish on 11/19/2013.



: JAN 2014

DEC 2014



Big opportunity A

Big opportunity B

Big opportunity C

Big opportunity D

Big opportunity E

Big opportunity F

Big opportunity G

STEP 2A
IDENTIFYING TARGETS

KEY PLAYERS LIST (Part one)

By analyzing all of the specific players in your community—on all sides: for and against, noisy and quiet—you can determine communication targets, identify messengers, and focus efforts.

HOMEWORK
Complete before
11/19/2013

1

Make a list of key players

1. List the various parents, teachers, policymakers, community influencers, business leaders, etc.
2. Get specific. Name names. List real people, or people who represent groups, or the names of organizations, etc.

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STEP 2A

IDENTIFYING TARGETS

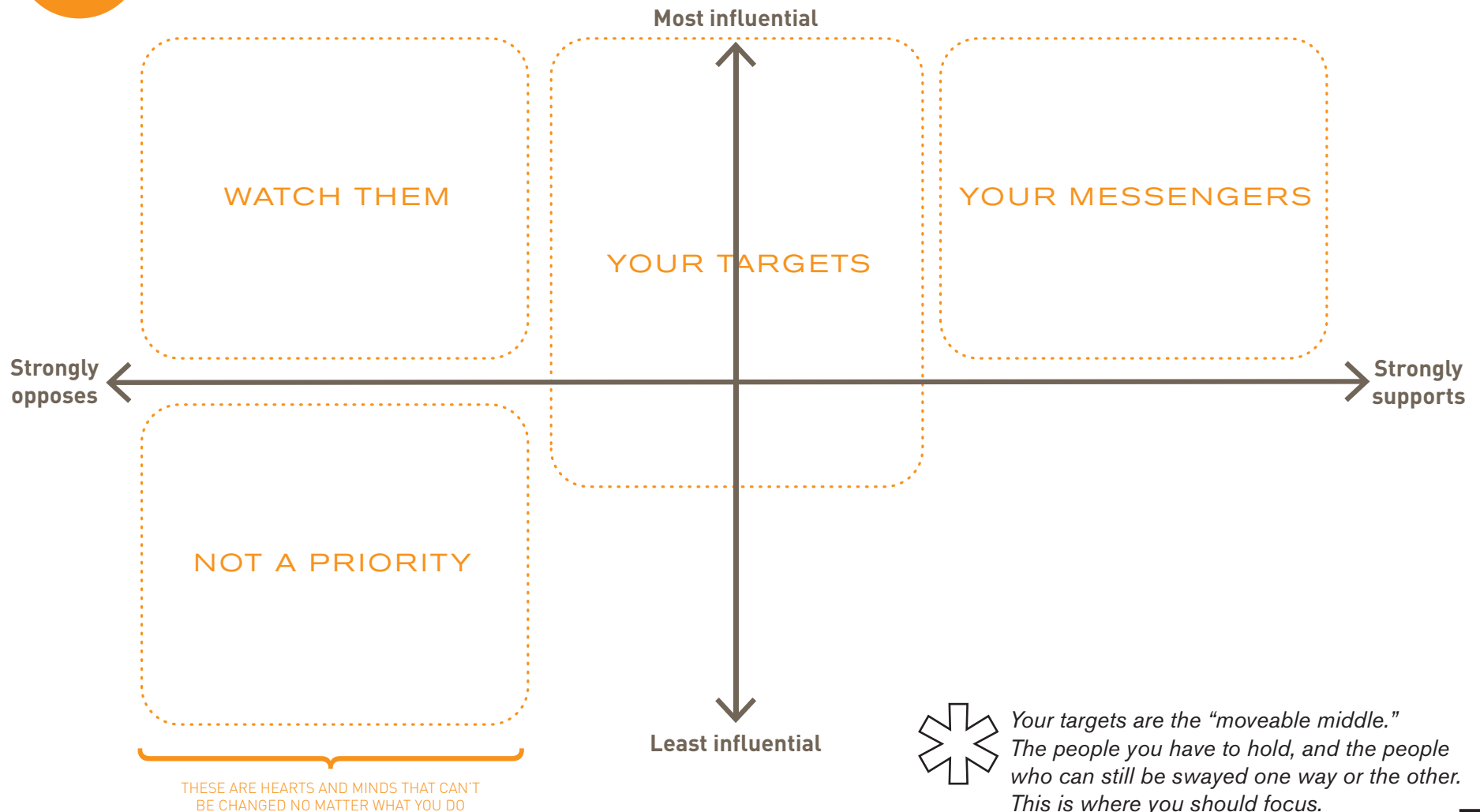
KEY PLAYERS INFLUENCE MAP (Part two)

You can't convince everybody. This map helps you focus your time and energy in the areas likely to have the most impact.

HOMework
Complete before
11/19/2013

2

Click on the map to plot the number of each key player



STEP 2A
IDENTIFYING TARGETS

TARGETS AND MESSENGERS LIST (Part three)

HOMEWORK
Complete before
11/19/2013

3 Based on the Influence Map from the previous page,
list your targets and messengers

TARGETS 

MESSENGERS 



Think about which targets become most important at each big opportunity.



Messengers come into play later in the process. Since they share your values and passion, and have influence in your community, they can champion your message and strengthen your channels.

STEP 2B
SETTING COMMUNICATION
GOALS

COMMUNICATION GOAL SETTING TOOL

Set a goal before crafting messages, developing tactics,
or choosing channels. Make it clear, concise, and measurable.

Big opportunity _____

State your overall goal for this moment:

State your goal for each target: What do you want them to think, feel, or do at this moment?

TARGET 1

TARGET 2

TARGET 3

TARGET 4



You can't know if you were successful if you don't state a goal.

MESSAGING PYRAMID (Part one)

Your message at every big opportunity has an attribute or "need-to-know" component, a rational component, and an emotional component.

Common Core State Standards

"The Common Core State Standards provide peace of mind, and make it possible for you to really know how your child is doing in school."

EMOTIONAL

How do you want them to feel?

RATIONAL

What should your target think?

- 1) The Common Core State Standards provide a consistent, clear understanding of what students are expected to learn in each grade.
- 2) The Common Core ensures that every student graduates high school college and career ready.

ATTRIBUTES

What are the simple things that your target needs to know?

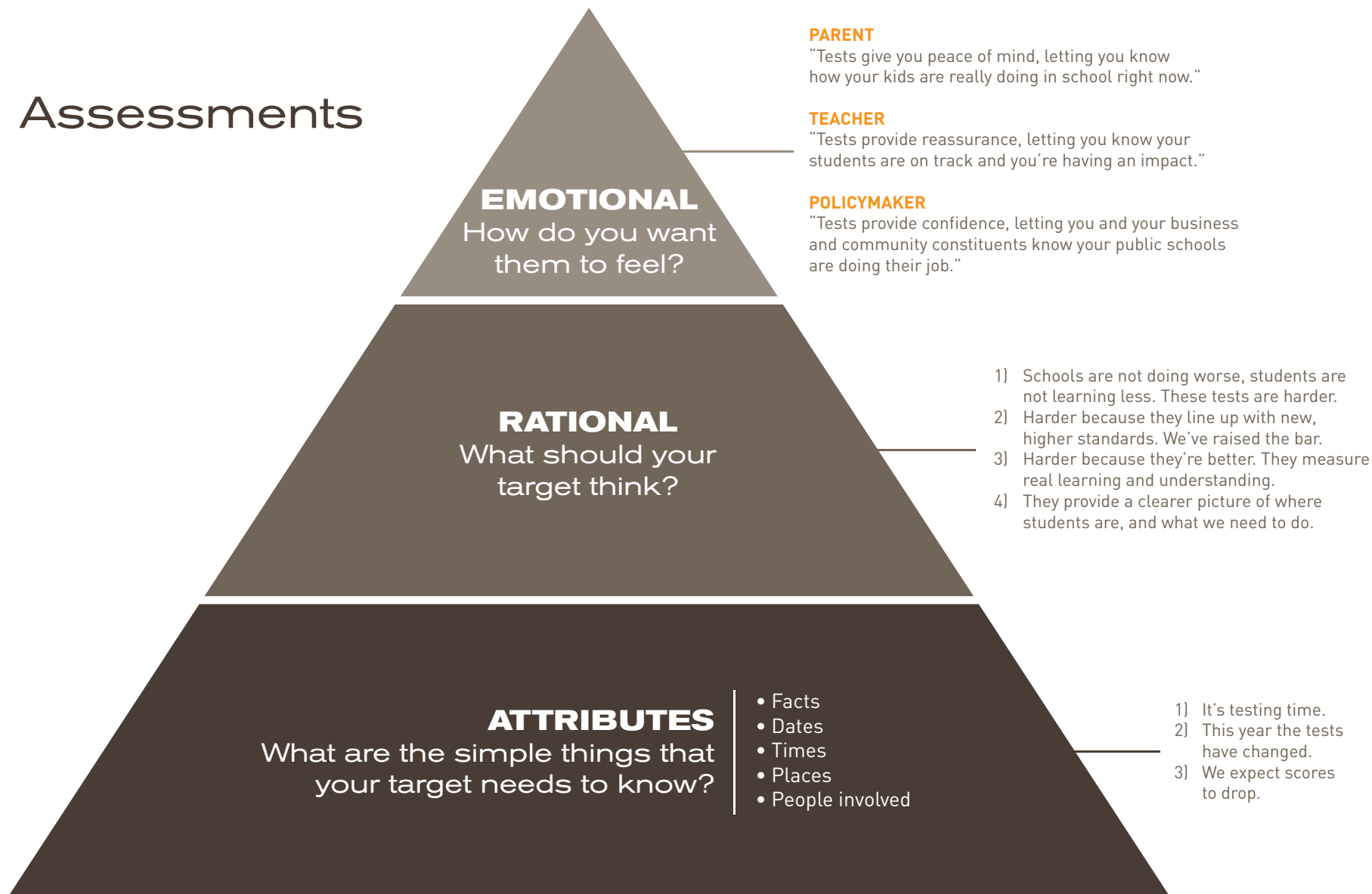
- Facts
- Dates
- Times
- Places
- People involved

- 1) Clearer, fewer, deeper, standards
- 2) Designed for understanding, not memorization
- 3) Developed by teachers and experts across the country
- 4) Internationally benchmarked
- 5) Adopted by forty-five states, the District of Columbia, four territories, and the Department of Defense

MESSAGING PYRAMID (Part two)

Your message at every big opportunity has an attribute or "need-to-know" component, a rational component, and an emotional component.

Assessments



STEP 2C

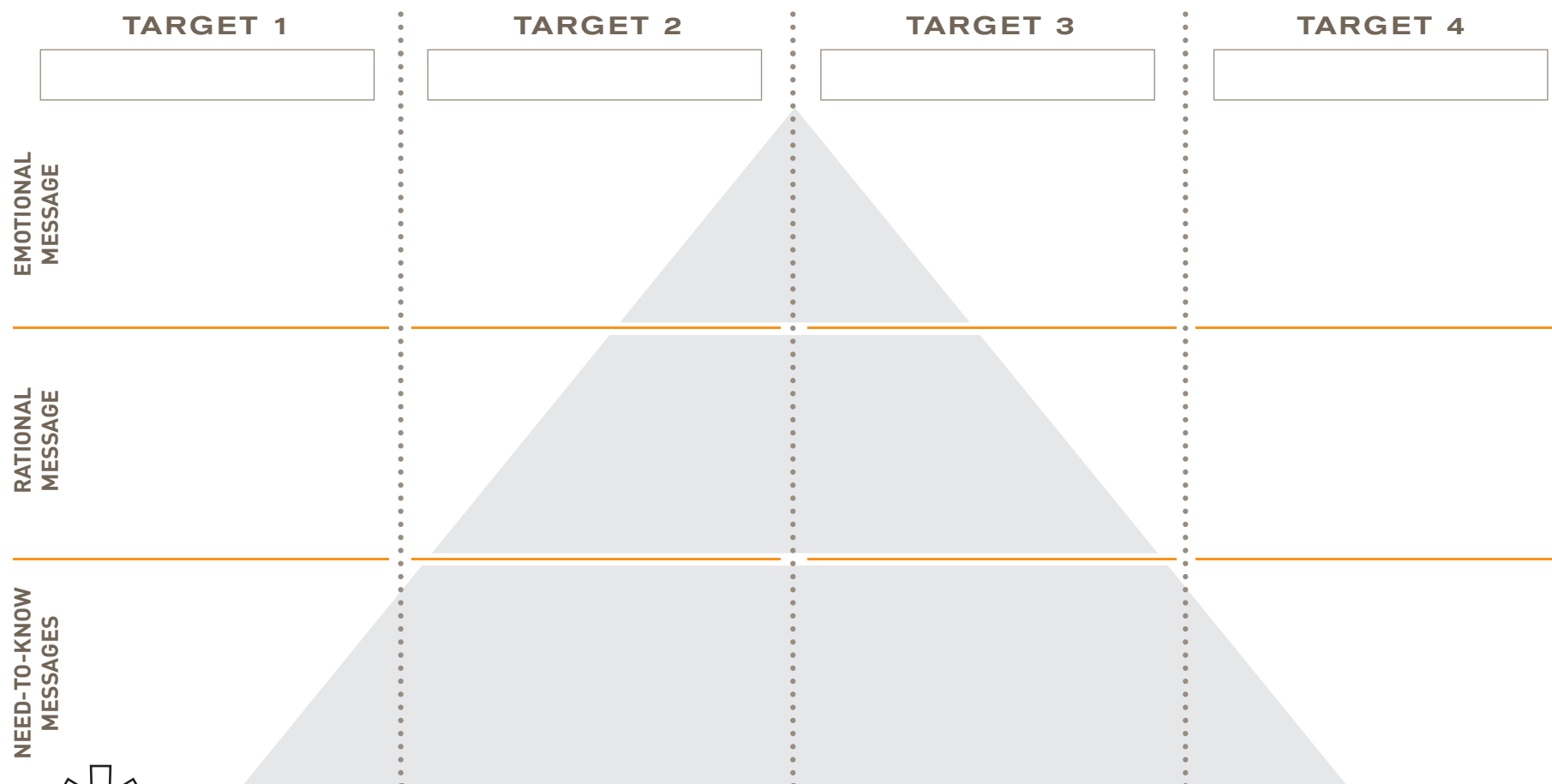
CRAFTING MESSAGES

MESSAGING PYRAMID (Part three)

Your message at every big opportunity has an attribute or "need-to-know" component, a rational component, and an emotional component.

Big opportunity ____

What are the three messaging components for each target at this time?



You're developing messaging direction, not writing copy. Keep it brief and keep moving.

STEP 2D
CHOOSING CHANNELS

TACTIC AND CHANNEL LIST

Every message needs to be expressed, executed, and delivered to the target.
Think about how your targets consume information and start compiling a list.

Big opportunity _____

1

CONSIDER THESE QUESTIONS

- What are your targets' regular information and dialogue sources?
- Who are the people and institutions they trust most?
- Where do they gather, socially and virtually?
- What unique channels and tactics can key players bring to the table?
- What's free? What requires spending?
- How does the reach of each channel compare?

2

CHOOSE TARGET + TACTIC + CHANNEL

WHO (TARGET)

WHAT (TACTIC)

WHERE/HOW (CHANNEL)

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Think about which messengers can strengthen the message and the channel.

STEP 2E

MEASURING RESULTS

SUCCESS MEASUREMENT TOOL

Restate your goal for each target and determine how you'll measure success.

Big opportunity _____

	TARGET 1	TARGET 2	TARGET 3	TARGET 4
RESTATE YOUR GOAL	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
HOW WILL YOU MEASURE IT	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Examples for measuring success:

- | | | | |
|--|---|---|---------------------------------------|
| <input type="checkbox"/> Website visits | <input type="checkbox"/> Facebook likes | <input type="checkbox"/> Legislative activity | <input type="checkbox"/> Surveys |
| <input type="checkbox"/> Number of downloads | <input type="checkbox"/> Positive press | <input type="checkbox"/> Phone center calls | <input type="checkbox"/> Focus Groups |
| <input type="checkbox"/> Email opens | <input type="checkbox"/> Before and after polling | <input type="checkbox"/> Print distribution numbers | <input type="checkbox"/> Evaluations |

STEP 3

BUILDING AN ACTION PLAN

As you're working through each big opportunity and filling in your communication strategy, use this planning template to chart your course, track your progress, and assign responsibility.

BIG
OPPORTUNITY

TARGET

GOAL

TACTICS

OPPONENTS/
CHALLENGES

PARTNERS

NEXT STEPS

OWNER



Remember, a complete action plan includes all the big opportunities, plus all the communication opportunities in between. Communicate early, often, and continuously!